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What is claimed is:

1.   A related item recommending system comprising:

a related information storing memory which stores purchase items and related items,

wherein said related items are related to said purchase items; and

5   a controller which accepts a specification of a purchase item, and which searches

said related information storing memory for a related item that is related to the specified

purchase item.

2.   The related item recommending system according to claim 1, further

comprising a sales history storing memory which stores sales history information

10   representative of items that are sold together, and wherein said controller stores a related

item in said related information storing memory based on said sales history information.

3.   The related item recommending system according to claim 2, wherein said

controller stores items whose probability of simultaneous purchase is more than a

reference value in said related information storing memory based on the sales history

15   information stored in said sales history storing memory.

4.   The related item recommending system according to claim 1, wherein said

related information storing memory stores a relationship between a purchase item, an

option item to be used as an option with said purchase item and/or a consumable item to

be consumed in said purchase item, and wherein said controller recommends the option

20   item and/or consumable item.

5.   The related item recommending system according to claim 1, wherein said

controller transmits information for offering the purchase items to a client via a network

shopping system, accepts selection of any one of the offered items, generates information

of an item relating to the selected item, and transmits the generated information to the

25   client via the network shopping system.

6.   The related item recommending system according to claim 2, wherein said

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sales history storing memory stores the history of items sold together by a store and/or a

salesperson and the history of items sold together via a network.

    7.   A related item recommending method comprising:

    defining relationship information for a plurality of items;

5   accepting a selection of an item from a client via a network;

    determining a related item relating to the selected item based on said relationship

information;

    offering the related item to said client via the network; and

    accepting a selection of the offered related item.

10   8.   The method according to claim 7, wherein sales information relating to items

that are sold together is recorded, and wherein the determination of the related item is

based on the recorded sales information.

    9.   The method according to claim 8, further comprising the step of determining

items whose probability of simultaneous purchase is more than a reference value.

15   10.   The method according to claim 8, wherein said recorded sales information

includes the history of items sold together by a store and/or a salesperson and the history

of items sold together via said network.

    11.   The method according to claim 7, wherein said relationship information

relates a purchase item, an option item to be used as an option with said purchase item,

20   and/or a consumable item to be consumed in said purchase item, to each other, and

wherein the option item and/or consumable item are recommended when the purchase

item is specified.

    12.   A program for controlling a computer or a group of computers to perform the

steps of:

25   accepting specification of a purchase target item; and

    subsequently, searching for an item related to the purchase target item in a memory

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which stores relationship information for a plurality of related items.

13.   An item recommending system for recommending a related item at the time

of purchasing a purchase item, said system comprising:

a client database which stores an item that a client possesses;

5   a related information storing memory which contains relationship information

concerning purchase items and related items;

a possessed item extractor which, in response to client information, extracts from

said client database the item that said client possesses;

a related item extractor which extracts, from said relationship information stored in

10   said related information storing memory, an item related to the extracted item; and

a recommendation section which recommends the purchase of the related item

extracted by said related item extractor.

14.   The system according to claim 13, wherein said client database stores

discount information corresponding to a discount rate of a sales price with respect to each

15   client, and said recommendation section recommends the item in a mode that reflects the

discount rate corresponding to said stored discount information.

15.   The system according to claim 13, further comprising:

a receiver which receives identification information transmitted via a network to

accept a log-in based on said identification information; and

20   a specifier which specifies the client based on said received identification

information, wherein said possessed item extractor specifies the client from the received

identification information and extracts the item that the specified client possesses from

said client database.

16.   The system according to claim 13, further comprising:

25   means for inputting item purchase information of each client; and

means for adding an item that the client possesses to said client database based on

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the item purchase information.

17. The system according to claim 13, wherein said related information storing memory stores a plurality of purchase items, an option item to be used as an option in each purchase item and/or a consumable item to be consumed in said purchase items, and

5　said related information storing memory recommends the option item relating to the purchase item that the client possesses and/or the consumable item.

18. The system according to claim 13, further comprising:

a sales history storing memory which stores a sales history; and

a memory which stores information on items whose probability of simultaneous

10　purchase is more than a reference value to said related information storing memory based on the sales history stored in said sales history storing memory.

19. The system according to claim 18, wherein said sales history storing memory stores both the history of items sold together by a store and/or a salesperson and the history of items sold together via a network.

15　20. An online shopping system that is capable of reflecting a price discount rate which is used in a business transaction at a store, said system comprising:

a client database which records information of a client;

a discount memory which registers discount information into said client database, where said discount information corresponds to the price discount rate used in the

20　business transaction at the store; and

a controller which sets a price of an item offered to the client as a purchase target to a value that reflects the discount information registered in said client database.

21. An item recommending method comprising:

defining relationship information for a plurality of items;

25　storing client information indicative of an item that each client possesses;

specifying a client of an access source in response to access via a network;

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specifying a possessed item that the specified client possesses;

determining, based on said relationship information, an item that is related to the specified possessed item; and

offering the determined related item via the network.

5　　22.　A method comprising:

registering discount information corresponding to a price discount rate used in a business transaction at a sales store;

specifying a client of an access source in response to access via a network;

specifying a price discount rate of an item offered to the specified client from said

10　discount information; and

setting a price of an item offered to the client as a purchase target to a value that reflects the specified price discount rate.

23.　A program for controlling a computer to perform:

extracting an item that a client possesses from a client database;

15　extracting a related item relating to the extracted item from a related information database, wherein said related information database stores information relating possessed and related items to each other; and

outputting a signal for recommending the purchase of the extracted related item to the client.

20　　24.　A program for controlling a computer to perform:

specifying a client of an access source in response to access via a network from a server in an online shopping system;

setting a discount rate of an item offered to the specified client based on a price discount rate in a business transaction at a store; and

25　setting a price of an item offered to the client as a purchase target to a price that reflects the set discount rate to generate a signal for offering a set value to the client.

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25.　A selection supporting apparatus for a subordinate item comprising:

an item information storing memory which classifies a plurality of items into an

item classification indicative of main items and subordinate items subordinate to said

main items to divide the main items into a plurality of item categories to be related to

5　each other and stored;

a specifier which specifies an item classification of a desired item and an item

category of the main item;

a display which displays a list of main items belonging to the item category

specified by said specifier;

10　a selector which selects an arbitrary main item from said list; and

an extractor which extracts an item applicable to the main item selected by said

selector and belonging to the item classification specified by said specifier from said item

information storing memory.

26.　The selection supporting apparatus according to claim 25, wherein said item

15　information storing memory classifies the plurality of items into item classifications

indicative of a main item, an option item to be used as an option with said main item

and/or a consumable item.

27.　The selection supporting apparatus according to claim 25, wherein said

specifier includes:

20　a classification specifier which specifies the item classifications;

a transmitter which transmits a signal for displaying a list of item categories in

response to specification by said classification specifier; and

a controller which accepts a signal for selecting an arbitrary item category from said

list.

25　28.　The selection supporting apparatus according to claim 25, said apparatus

being for use in a network, and wherein:

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said specifier includes a controller which accepts specification from a client via the network;

said display includes a transmitter which transmits a signal for displaying a list of main items belonging to said specified item category via the network;

5   said selector includes a controller which accepts a signal for selecting an arbitrary main item from said list; and

said extractor extracts an item applicable to the selected main item and belonging to the specified item classification from said item information storing memory.

29.   A method for selecting a subordinate item comprising:

10   selecting an item classification;

offering a first list of item categories of main items in response to the selection of the item classification;

accepting the selection of the item category from the offered first list;

offering a second list of the main items belonging to the selected category in

15   response to the selection of the item category;

accepting the selection of the main item from the offered second list; and

extracting an item applicable to the selected item and belonging to the selected item classification in response to the selection of the item from an item information database that classifies a plurality of items into item classifications indicative of main items and

20   subordinate items subordinate to said main items and divides the main items into a plurality of item categories and stores the main items to be associated with each other.

30.   A program for controlling a computer to perform:

specifying an item category and an item classification;

displaying a list of items belonging to the specified item category, and selecting an

25   arbitrary item from said list; and

extracting an item applicable to the selected item and belonging to the selected item

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classification in response to the selection of an item from an item information database

that classifies a plurality of items into item classifications indicative of main items and

subordinate items subordinate to said main items and divides the main items into a

plurality of item categories and stores the main items to be associated with each other.

5　　　31.　A network system comprising:

a memory which stores identification information of a business organization and

identification information of at least one individual belonging to said business

organization;

an inputting section which inputs, at a log-in time via a network, identification

10　information of said business organization and identification information of said

individual belonging to said business organization;

a determiner which determines whether or not the input identification information

of said business organization and said individual correspond to information stored in said

memory; and

15　　　a discriminator which discriminates whether a log-in is accepted or rejected in

accordance with a result of the determination.

32.　The network system according to claim 31, wherein said memory stores

identification information of said business organization and identification information of

individual belonging to said business organization regarding said business organization

20　and stores identification information of said individual regarding said individuals, and

said inputting section inputs identification information of said business organization and

identification information of individual belonging to said business organization regarding

said business organization and inputs identification information of said individual

regarding said individual.

25　　　33.　The network system according to claim 31, wherein the identification

information of the business organization is an identification code, and the identification

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information of the individual includes an identification code and a password.

34.　The network system according to claim 31, wherein said network configures a network shopping system that selects an item and accepts a purchase order via the network, and further comprises a memory, which is connected to a store system that

5　processes the business operations of the store performing the business activities to a client, and stores a store in charge by business organization, when determined that the client is the business organization by the determination at said log-in time, the memory notifies the store system of the store in charge of the client of sales information, the store system executes bill processing of the store and bill processing with respect to the sales

10　via the network shopping notified from said net work system.

35.　The network system according to claim 34, wherein said network system sells an item to the business organization at a discount rate corresponding to a discount rate that each store carries out with respect to the business organization.

36.　The network system according to claim 34, further comprising a page

15　information generator which obtains an attribute, from said memory, of a person accessing the system when said discriminator recognizes log-in, and generates page information corresponding to the obtained attribute.

37.　The network system according to claim 36, wherein said attribute is information relating to an individual duty of the business organization, and said page

20　information generator generates page information relating to a duty fixed from the attribute.

38.　The network system according to claim 36, further comprising means for editing the content of the page information based on an instruction from a user.

39.　A log-in method comprising:

25　inputting, via a network, identification information of a business organization and identification information of an individual belonging to said business organization;

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determining whether the input identification information of said business

organization and said individual is registered as a person who can log in; and

deciding whether log-in is accepted or rejected in accordance with the

determination result.

5　　　40.　　A program causing a computer to execute processing for:

inputting, at a log-in time via a network, identification information of a business

organization and identification information of an individual belonging to said business

organization;

determining whether the input identification information of said business

10　organization and said individual is registered as a person who can log in; and

deciding whether log-in is accepted or rejected in accordance with the

determination result.